

# AI Reputation Analysis and Signal Evaluation - Ballyclare High School

## BRAND AI REPUTATION

Education, Schools & Universities Reputation:  
Ballyclare High School  
([www.ballyclarehigh.co.uk](http://www.ballyclarehigh.co.uk))

<http://www.ballyclarehigh.co.uk>

Industry: Education, Schools & Universities



REPUTATION LEVEL

## EDUCATION, SCHOOLS & UNIVERSITIES

**61.5 Avg Reputation**

Based on 816 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Ballyclare High School has 12.5 points more reputation than the average for Education, Schools & Universities.

## EXPERT VERDICT

This site is a rare example of low-BS institutional communication. It successfully swaps marketing air for a forensic log of student achievement and procedural transparency. It is the antithesis of a 'brochureware' site.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

**23**

77% Reputation

The site exhibits high substance, particularly in the News section which avoids generic accolades for granular data. For example, rather than claiming 'sports success,' it lists 13 specific athletes who qualified for the Irish Schools' Championships, including Caitlin (SG Pole Vault) and Carys (IG Javelin). Fluff is restricted to the Values section where terms like 'shaping futures' and 'excellence thrives' appear, but these are secondary to the data-heavy event calendars and news feeds.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal drift between the homepage promises and sub-page reality. The H2 'Welcome to Ballyclare High School' promises opportunities in sports and arts, which is immediately substantiated on the Sports page listing 13 different activities from E-Sports to Equestrian. The promise of a 'caring community' is backed by the detailed MATS (Marked Assessment Tasks) page, explaining exactly how student progress is monitored and communicated to parents.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is effectively absent. With a `proof_links_count` of 66 on the homepage and specific links to external fundraising platforms like [hope365.charitywize.com](https://hope365.charitywize.com), the school provides verifiable paths for its claims. Review counts are low (6) but appear genuine rather than the 'hundreds of fake stars' pattern often seen in commercial BS sites.

### EVIDENCE: PROOF DENSITY

The proof density is exceptionally high for the education sector. The ratio of vague assertions to specific evidence is balanced heavily toward evidence, citing specific projects like 'Bassoon and Beyond' and partnerships with the Ulster Orchestra. The News feed acts as a continuous ledger of substance that outweighs the small amount of 'vision/mission' fluff.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site uses standard industry jargon such as 'academic excellence,' 'pastoral care,' and 'lifelong learners.' However, it differentiates through unique procedural content like 'Tracking Tuesdays' and the 'MATS' assessment framework. While the H2 'Values' section could be copy-pasted onto any school, the surrounding specific news content makes the template feel lived-in rather than boilerplate.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical: the absence of Organization or Person schema (`schema_json` is null) and the fact that the Principal is referred to by title rather than name in the main body text snippets. While the site provides a Staff List 2025-2026, the lack of structured data prevents these individuals from being cryptographically linked to the school's digital identity.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike many institutions, this site provides the receipts for its performance claims. The 'Awards & Accolades' section is supported by real-time updates of Ulster Champions and record breakers (e.g., Carys in IG Javelin). The disconnect is nearly zero, as the marketing tone of 'success' is explicitly defined by a list of medalists and upcoming exam results days.

See how to improve >

## INDUSTRY MATCH & SCORE SUMMARY

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**Education, Schools & Universities Reputation: Ballyclare High School**

**Reputation: 74 / 100**

**([www.ballyclarehigh.co.uk](http://www.ballyclarehigh.co.uk))**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Education category, specifically a Northern Irish grammar school. Verifiable markers include mentions of GCSE and A Level results, the SEAG transfer process, and specific regional entities like the Education Authority (EA) and Ulster Schools' Championships.

*"The score of 74 is primarily earned by industry-standard jargon matches and a lack of technical authority signals (schema). The substance of the news and events data prevents the score from entering the 'Moderate BS' range."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <http://www.ballyclarehigh.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 22, 2026

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